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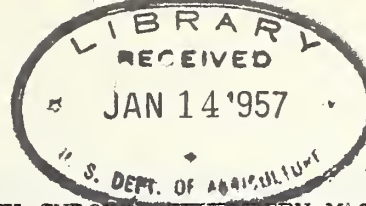
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SUMMARY OF 4-H PUBLICITY THROUGH SEVENTEEN MAGAZINE, AND A
REVIEW OF OUR EXTENSION COOPERATION

Because all of us are extremely busy, and must continually weigh priorities in our work, it seems worthwhile to review a major undertaking like "helping Seventeen" to see how the results compare with the efforts.

Of course, some of the gains cannot be measured, and no complete record of assistance was kept. But since the activities with which the 4-H people and I helped Seventeen had something of a dramatic angle to them - like "4-H girl to represent U. S. teenagers abroad" - our staffs heard so much about everything that it would be easy to "snap-judge" that we had spent an inordinate amount of time with disproportionately small reward. I feel what we did was actually small compared to the returns....because:

Seventeen is a teen-age "slick" going to more than 2½ million young people. Those young people are all within the age-range of 4-H, and are 4-H members or potential members except in highly urban areas.

The magazine has prestige among high-type young people, and is parent-approved.

It has no real competition for readership in the youth field since no other large general magazine caters especially to this group.

It has a large and well-qualified press staff....with many valuable connections.

It has ample financial resources, and uses them freely and generously to accomplish two-way benefits - for itself and, in our case, 4-H.

Seventeen, in Less Than a Year's Time

1. Named a 4-H girl, "Miss Young America in 4-H", and carried a long illustrated feature article about her, with widely circulating press releases and article reprints.
2. Chose that girl for an expense-paid trip abroad to represent United States teen-agers at an international youth conclave. Widely publicized the trip.
3. Brought a young French girl on a follow-up trip to the United States and financed a cross-country tour, with accompanying press agent, to see 4-H in action in three news-making stops (Maryland, Ohio, and Texas).
4. Decided to establish the plan of an annual feature article on some selected "Miss Young America in 4-H."
5. Played up the 4-H angle, in national publicity, for an Indian high school girl whose Oklahoma home economics class won a national recipe contest sponsored by Seventeen.
6. In April, started a monthly column of about 1,000 words, featuring several outstanding 4-H members each time. Also prints and distributes posters in the hometown or community of each 4-H member mentioned in the column; for example, "Seventeen salutes 4-H in action.....Julia Wright of Fairfax, Va., in this issue of....."
7. Publisher Mrs. Haupt attended 4-H Congress last fall for first time, and afterward carried long editorial praising Congress and "offering my personal salute to this wonderful organization."

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Note: Naturally and logically, the magazine had self-interest in its 4-H undertakings. However, much of its own promotion (as in the case of Marilyn Graves) lost out to 4-H. An instance is that many of the wire service stories and photographs of Marilyn omitted mention of Seventeen but consistently included the 4-H tie-in.

Activities Re Marilyn Graves Resulting in 4-H Publicity

Started with long illustrated feature in November issue of magazine - with two-page press release sent to 1,000 women editors and writers, and 600 radio and TV editors throughout country; furnished FES 450 releases plus 450 story reprints for State 4-H, Extension editor, and director distribution.

Marilyn's selection as U.S.A. representative to Paris conference was also written up by Seventeen in 2-page press release given same dissemination.

While in Washington, Marilyn -- always identified with 4-H --

Appeared on five television programs (one a second time).

Was interviewed for three network broadcasts, and was highlighted on NBC's Farm and Home Hour "Headlines".

Was interviewed for feature stories twice by POST TIMES-HERALD, once by DAILY NEWS.

Was received by U.S.D.A. Under-secretary True Morse, who presented her with a large box of cotton boll corsages to take abroad - and posed with her for picture.

With FES Deputy Administrator P. V. Kepner, went to see the French Ambassador.

With L. I. Jones, FES Field Representative, called on Senator Stennis and Congressman Colmer of Mississippi.... both visits resulting in pix and news stories.

Was guest of L. I. Jones family with the Mississippi Cherry Blossom Princess at supper and reception given by Mississippi State Society.

Was guest of 4-H staff at special luncheon emcee'd by Ed Aiton national 4-H and YMW director, who spoke briefly, introduced Marilyn and the Seventeen press representative for remarks, and presented Marilyn with several gifts and a 4-H photograph album to take to the Paris conference.

In Mississippi, Marilyn

Was received by Governor and presented to both houses of the State Legislature, as just part of extensive State coverage arranged by Duane Rosenkrans.

Was widely feted, written up, and otherwise publicized - with 4-H story brought in as appropriate.

Even her college received special attention, because one of its students had been honored this way.

In New York,

Marilyn was on so many television shows and broadcasts, and interviewed so much - in Seventeen's "home town" - that it would be impossible to list all. For example, she was on a panel of "Youth Forum," sponsored by the New York Times; on NBC's "Weekday," and with Arlene Francis on "The Home Show."

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She was interviewed and written up by both AP and UP correspondents. A feature writer for the New York World Telegram and Sun did a five-column story with two photographs.

How We Helped Seventeen

Our 4-H staff and my own help was almost entirely advisory and arrangements. It was not often time-consuming writing and other production or chore jobs, although it rated among my own major activities of the past few months.

Fern Shipley, in particular, did a huge amount to help the magazine with Marilyn's selection as "Miss Young America in 4-H" and with handling of the feature story and plans for the trip abroad. She also helped with State 4-H staff relations, policy matters, clearances, and numerous details, and did more than anyone else in FES toward helping get the 4-H column started, approved, and continuing. At times all or most of the 4-H staff were involved in cooperating with Seventeen, but pleasantly and profitably, they feel.

My own work with Seventeen has included:

- Initiative, with Fern--and sometimes L. I. Jones--in thinking up and arranging publicity activities for Marilyn while in Washington.
- Relaying these ideas and plans in about a dozen exchanges of correspondence with Seventeen, and in perhaps 12 or 15 long distance calls from the magazine.
- Six or seven write-ups about Marilyn's feature story, and later about her trip abroad, for Editor and Director letters, and National 4-H News magazine.

- Three press releases, based on Seventeen's releases, for USDA Office of Information to distribute to agricultural writers in USDA Press Room.
- Plans for distributing the magazine article reprints, and two different magazine releases to directors, editors, and 4-H State staffs.
- Liaison with Alice Skelsey and Jack Towers who took over most of work in radio and television contacts and programming.
- Rough drafting of the several letters - through channels "to the top" - about Marilyn seeing Under-secretary Morse and the French Ambassador.

Not related to Marilyn, but to Seventeen -

- Helped columnist for the magazine gather some of her first 4-H background material and plan some of her first column drafts. Later Fern helped much more. Both of us now read and clear the monthly column. (As a courtesy, the magazine regularly submits it to us before publication.)
- With Fern and Tena, attended Washington press reception for 4-H Indian girl whose high school class won national recipe contest. Afterward sent out a couple of photographs provided us, and wrote brief stories for Edd Lemons, Extension editor of Oklahoma and for Irv Johnson of National 4-H News.
- With fine help from Fern, Mylo, and Henry Seften, set up and handled most arrangement details for the French girl's 4-H cross-country itinerary to visit a Maryland dairy farm, and Ohio general farm, and a Texas ranch. Also went to get-acquainted tea for French girl.

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What Seventeen Did

Took over-all leadership in originating and publicizing all 4-H related activities.

Did 90 percent or more of the article-writing, news releases, and other time-consuming production jobs, and even assembled their own information --as in the trips by a writer and photographer to Mississippi.

Arranged regularly to have one, and sometimes two, press agents along at all times to originate and carry out publicity jobs--including news article writing, making press contacts, taking pictures, holding receptions, disseminating stories via wire, radio, and mail service.

Saw that a photographer was on hand at any news-making event, and captioned and circulated the pictures..... For example, a good photographer was always along in Washington, in New York, and abroad - when Marilyn was doing something others would be interested in.

Our office was regularly provided sets of these pictures promptly and without charge - just for our information, and not to get published --although we sent out several where we knew they might be used.

Did all the heavy financing of publicity, as well as the trips everywhere at home and in France.

Its press people, headed by talented and efficient Jean Baer, were always extremely congenial to work with, and full of compliments and appreciation for all of us.

Some By-Product Gains for 4-H

Obviously, 4-H benefited nationally through the Seventeen publicity not only for Marilyn Graves, but through the new 4-H column in the magazine the feature article, and so on. Such coverage was sure to acquaint more young people countrywide with 4-H opportunities, and to help current members feel a sense of pride and satisfaction at such attention.

Mississippi, in particular, had a good news-peg on which to pin weeks of off-and-on intensive State 4-H publicity for furthering 4-H work.

At least a bit of a boost may have been given 4-H Club work in other lands, since Marilyn was "Miss 4-H" wherever she went and since she talked about Club work to the people she met and the girls of other lands with whom she traveled.

"Radio Free Europe" people heard of Marilyn's story and asked us for background material on which to base an overseas broadcast.

Most of all, we believe a foundation has been laid for continued publicity and information on 4-H throughout the country via Seventeen with relatively little additional work for either the magazine or ourselves.

